YOUTUBE: PROFITING FROM ANIMAL ABUSE
Investigation by Lady Freethinker
Periodically searching YouTube for animal abuse videos in April and May 2020 and revisiting the videos found in July 2020, LFT discovered:

- **Over 1 billion views for roughly 2,000 videos** glorifying animal cruelty
- **91% of the videos were still live on YouTube** by the end of the investigation
- If monetized, these videos could potentially earn YouTubers **nearly $15 million** and YouTube itself **over $12 million** in ad revenue alone*

*based on an average taken from a Business Insider’s survey
Lady Freethinker researchers discovered YouTube videos featuring animal abuse by:

- Searching YouTube for common keywords, including:
  - Dogfighting, Cockfighting, Eating Animals Alive, Monkey Torture, Hunting with Dogs, and more

- YouTube video suggestions revealed additional videos featuring animal abuse

- All videos violating LFT’s animal abuse criteria were documented with relevant statistics recorded

- Exceptions were made for videos showing harm to animals as a tactic to oppose animal cruelty (nonprofit organizations, undercover investigations, etc..)
ANIMAL ABUSE CRITERIA

YouTube Community Standards

Lady Freethinker Abuse Criteria
According to YouTube’s ‘Community Standards,’ videos violating the following rules are not allowed on the website:

- Violent or Graphic Content
- Animal Abuse
  - Dogfighting, cockfighting, or other videos in which human onlookers are forcing animals to attack each other
  - Non-educational documentary, scientific, or artistic content that shows unnecessary suffering
  - Bullfighting with bulls being harmed (E.g. swords in the bull)
  - Hunting using illegal practices like bombing or poison
Defined as content in which non-human animals are deliberately harmed for entertainment or shown to be under severe psychological distress, physical pain, or dead, including:

- Animal Fighting
- Animal Torture for Amusement
- Staged Animal ‘Rescues’
- Eating Animals Alive
- Hunting Animals Using Cruel and Unusual Means
- Otherwise Depicting Needless Violence Against Animals as a Form of Entertainment or Promotion
MAJOR CATEGORY FINDINGS
(POSSIBLE OVERLAP)

- WILDLIFE
- COMPANION ANIMALS
- FARMED ANIMALS
WILDLIFE

1,804 Videos  1.1 Billion Views

119 Channels  30.5 Million Subscribers

Image from investigation
COMPANION ANIMALS

670 Videos
120 Million Views
63 Channels
4.2 Million Subscribers

Image from investigation
Farmed Animals

67 Videos
12.6 Million Views
20 Channels
99,491 Subscribers

Image from investigation
SUB-CATEGORY FINDINGS
(POSSIBLE OVERLAP)

- Animal Fighting
- Dog Fighting
- Rooster Fighting
- Other Fighting
- Eating Animals Alive
- Monkey Torture
- Fake Animal Rescues
- Hunting Animals w/ Animals
- Fox-Hound Hunting
ANIMAL FIGHTING

104.4 Million Views
511 Videos
32 Channels
995,545 Subscribers

image from investigation
DOG FIGHTING

12 Channels

178 Videos

3.3 Million Views

108,328 Subscribers

image from investigation
ROOSTER FIGHTING

- 62 Videos
- 10.6 Million Views
- 20 Channels
- 97,346 Subscribers

Image from investigation
OTHER FIGHTING

440 Videos
93.4 Million Views
11 Channels
891,954 Subscribers
EATING ANIMALS ALIVE

- 80 Videos
- 374.4 Million Views
- 15 Channels
- 17.3 Million Subscribers

Image from investigation
MONKEY TORTURE

- 219 Videos
- 16.3 Million Views
- 16 Channels
- 1.3 Million Subscribers

Image from investigation
Fake Animal Rescues

- 17 Videos
- 41.6 Million Views
- 6 Channels
- 2.9 Million Subscribers

Image from investigation
HUNTING ANIMALS W/ ANIMALS

- 557 Videos
- 85.3 Million Views
- 45 Channels
- 1.9 Million Subscribers

Image from investigation
FOX-HOUND HUNTING

- 100 Videos
- 2.1 Million Views
- 15 Channels
- 331,275 Subscribers

Image from investigation
VIOLATIONS

YouTube
Terms & Standards

US/UK
Laws
VIOLATION OF YOUTUBE’S STANDARDS

- Dogfighting
- Cockfighting
- Other Animal Fighting
- Animal Torture
- Hunting with Coca-Cola, Mentos, etc.
VIOLATIONS OF US/UK LAW

Fighting w/ Dogs
Fighting w/ Roosters
Hunting w/ Dogs
Animal Torture
**US Law:** Dogfighting is a felony in all 50 U.S. states, as well as a federal crime under the Federal Animal Welfare Act 7 USCA 2156

**UK Law:** Dogfighting is a felony in the UK under the Protection of Animals Act 1911 and Animal Welfare Act 2006
US Law: Cockfighting is outlawed in all 50 U.S. states and a felony in 42 U.S. States; Spectating is outlawed in 43 U.S. states

UK Law: Cockfighting is a felony in the UK under the Protection of Animals Act 1911 and Animal Welfare Act 2006
**US Law:** Some form of hunting with dogs is illegal in CO, FL, GA, MA, MN, MO, SD, TN, TX, VT, and WA

**UK Law:** Hunting wild mammals with dogs is illegal in the UK under the Hunting Act 2004
US Law: Animal cruelty is a felony in the US under the Preventing Animal Cruelty and Torture Act (PACT)

UK Law: Animal cruelty is a felony in the UK under the Protection of Animals Act 1911 and Animal Welfare Act 2006
POTENTIAL ZOONOTIC DISEASES

- Tuberculosis
- Rabies
- Ebola
- Bird Flu
POTENTIAL DISEASE HOSTS

- Monkey
- Mouse
- Octopus
- Rooster
- Bat
- Iguana
- Hog
- Mink
- Fox
- Big Game
Potential Infections: Rabies, Tuberculosis, Ebola, Herpes B, Hepatitis A, Measles, SIV

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Monkeys
Potential Infections: Hemorrhagic Fevers, Lassa Fever, Hantavirus Pulmonary Syndrome, Plague, Rat-Bite Fever, Salmonella

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Mice, Bite from Tick, Mosquito, etc.
Potential Infections: Antibiotic-Resistant Pseudomonas Fluorescens, Anisakiasis

How It Spreads: Consuming raw or uncooked (alive) squid or octopus
Potential Infections: Avian Influenza (Bird Flu), Newcastle Disease, Equine Encephalitis, Salmonella, E. Coli

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Roosters/Chickens
Potential Infections: SARS and Other Coronaviruses, Ebola, Rabies, Human Mumps Virus

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Bats
Potential Infections: Salmonella

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Iguanas
Potential Infections: Bovine Tuberculosis, E. Coli, Salmonella, Hepatitis E, Swine Influenza (Swine Flu), Brucellosis, Leptospirosis

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Hogs, Transmission from Hog to Dog to Human
Potential Infections: Transmissible Mink Encephalopathy, SARS and Other Coronaviruses, Aleutian Mink Disease Virus

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Mink
Potential Infections: Rabies, Echinococcus, Multilocularis, Helminth and Protozoan Parasites, Alaria Alata, Toxocara Canis

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Foxes, Transmission from Fox to Dog to Human
Potential Infections: Ebola, HIV-1 and -2, Anthrax, Salmonella, Simian Foamy Viruses, RVF, Brucellosis, Bovine Tuberculosis

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Wildlife
WHAT HAS YOUTUBE DONE?

From April 2020 to July 2020:

❖ Only 185 of the videos LFT found containing animal abuse had been removed from YouTube’s platform
  ➢ This accounts for 136.5 million of nearly 1.2 billion total views

❖ This is simply not good enough
  ➢ Various videos that LFT has reported are still active
  ➢ Channels are adding new animal abuse videos daily
  ➢ YouTube must do a better job at monitoring the videos their platform allows to be upload, removing those in violation of their terms and standards, and holding channels accountable for their actions with suspensions and terminations
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